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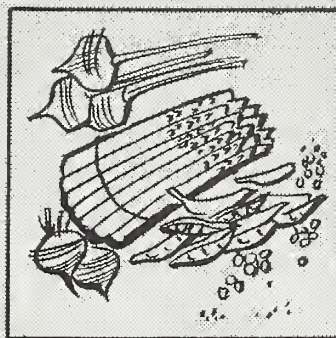
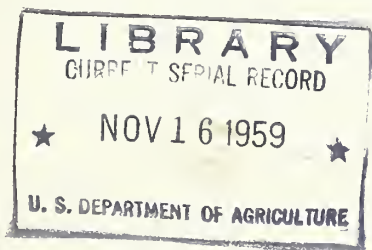
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ACREAGE-MARKETING GUIDES

NOVEMBER 1959



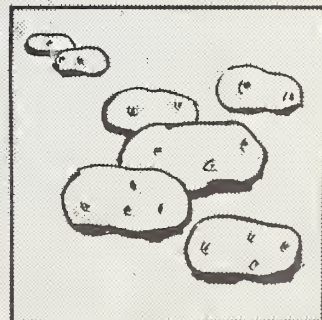
SPRING VEGETABLES

SPRING MELONS



Agricultural Marketing Service AMG-12
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

SPRING POTATOES



FOREWORD

The acreage-marketing guides program for vegetables, including potatoes, is designed to assist growers in balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required to produce the quantity of these vegetables necessary to satisfy the market need anticipated for the coming season.

The guides are prepared by specialists who follow the markets for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered carefully. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so that each individual grower can apply this percentage-change recommendation to his own operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided with the Department's recommendation and also with the latest information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1960 Acreage-Marketing Guides
Spring Vegetables, Melons and Potatoes

The primary purpose of acreage-marketing guides is to bring about a necessary adjustment in planted acreage from that of the preceding year so that the resulting production will be in line with market requirements. Each individual grower should adjust his own acreage in accordance with the individual commodity guides. For example, when it is recommended that the 1960 acreage of celery be reduced 20 percent from the acreage planted in 1959, every grower of spring season celery should reduce his plantings by 20 percent.

I. GENERAL COMMENTS, 1959 SPRING SEASON

The 1959 spring season was characterized by moderate to light supplies of most tender vegetables and relatively heavy supplies of the hardy commodities. The below average production of such items as tomatoes, peppers, snap beans, cucumbers and watermelons resulted partly from the extremely unfavorable markets which prevailed in 1958. Growers reacted to the low prices by sharply reducing acreage in 1959. In addition, extensive rains in Florida reduced yields of many vegetables. Prices ranged from moderate to fairly high levels. The situation was reversed for carrots, celery, lettuce and late spring onions. Acreages of these commodities generally were large, growing conditions were favorable and production reached high levels. Supplies were excessive throughout the spring months and prices remained low. Potato supplies were moderate and prices were substantially above the low level in 1958.

II. SUMMARY OF RECOMMENDATIONS, 1960 SPRING SEASON

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Spring Vegetables: The 1960 aggregate acreage guide for 17 spring vegetables is a planted acreage two percent less than in 1959. With normal abandonment and average yields, 1960 production would be one percent below 1959.

Spring Melons: The 1960 aggregate acreage guide is a planted acreage 11 percent more than in 1959. Production from such an acreage would be 13 percent above 1959.

Spring Potatoes: The 1960 aggregate acreage guide for early spring potatoes is a planted acreage one percent above 1959. The guide for late spring potatoes is a planted acreage five percent above 1959. The recommended acreages, with average yields, will result in a total spring production four percent more than in 1959.

Specific planted acreage guide recommendations for 1960 spring vegetables are as follows:

Commodity		: Percentage change in 1960 : : planted acreage compared : : with 1959 : Percent	Commodity		: Percentage change in 1960 : : planted acreage compared : : with 1959 : Percent
<u>Spring Vegetables</u>					
Beans, Lima		1/ Plus 20	Cucumbers	(early)	Plus 10
Beans, Snap	(early)	No change		(late)	3/ Minus 10
	(mid)	Minus 5	Eggplant		4/ No change
	(late)	No change	Lettuce	(early)	5/ 6/ No change
Broccoli	(early)	Minus 5		(late)	
	(late)	Minus 5	Onions	(early)	7/ 8/ Plus 15
Cabbage	(early)	No change		(late)	2/ No change
	(late)	Minus 10	Peas, Green	(early)	3/ 4/ 5/ 6/ 7/ 8/ 9/ 10/ 11/ 12/ 13/ 14/ 15/ 16/ 17/ 18/ 19/ 20/ 21/ 22/ 23/ 24/ 25/ 26/ 27/ 28/ 29/ 30/ 31/ 32/ 33/ 34/ 35/ 36/ 37/ 38/ 39/ 40/ 41/ 42/ 43/ 44/ 45/ 46/ 47/ 48/ 49/ 50/ 51/ 52/ 53/ 54/ 55/ 56/ 57/ 58/ 59/ 60/ 61/ 62/ 63/ 64/ 65/ 66/ 67/ 68/ 69/ 70/ 71/ 72/ 73/ 74/ 75/ 76/ 77/ 78/ 79/ 80/ 81/ 82/ 83/ 84/ 85/ 86/ 87/ 88/ 89/ 90/ 91/ 92/ 93/ 94/ 95/ 96/ 97/ 98/ 99/ 100/ 101/ 102/ 103/ 104/ 105/ 106/ 107/ 108/ 109/ 110/ 111/ 112/ 113/ 114/ 115/ 116/ 117/ 118/ 119/ 120/ 121/ 122/ 123/ 124/ 125/ 126/ 127/ 128/ 129/ 130/ 131/ 132/ 133/ 134/ 135/ 136/ 137/ 138/ 139/ 140/ 141/ 142/ 143/ 144/ 145/ 146/ 147/ 148/ 149/ 150/ 151/ 152/ 153/ 154/ 155/ 156/ 157/ 158/ 159/ 160/ 161/ 162/ 163/ 164/ 165/ 166/ 167/ 168/ 169/ 170/ 171/ 172/ 173/ 174/ 175/ 176/ 177/ 178/ 179/ 180/ 181/ 182/ 183/ 184/ 185/ 186/ 187/ 188/ 189/ 190/ 191/ 192/ 193/ 194/ 195/ 196/ 197/ 198/ 199/ 200/ 201/ 202/ 203/ 204/ 205/ 206/ 207/ 208/ 209/ 210/ 211/ 212/ 213/ 214/ 215/ 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III. DEMAND FOR SPRING VEGETABLES IN 1960

The demand for spring vegetables in 1960 is expected to be at least as strong as in 1959, reflecting strong consumer markets. Prices to growers will depend largely upon the volume and pattern of marketings. The steel strike has slowed the economy since mid-July, but after resumption of operations, economic activity is expected to expand through mid-1960. Business capital outlays are rising. Expenditures by State and local Governments continue to increase, reflecting the need for public facilities to serve a growing and mobile population. Consumer markets are strong and will likely strengthen further this winter and spring as consumer incomes increase.

According to the most recent survey of capital spending intentions by the Securities and Exchange Commission and the Department of Commerce, capital spending is expected to reach an annual rate of \$35 billion in the final quarter of 1959, up 18 percent from a year earlier. The uptrend will likely continue in 1960, reflecting a rapid increase in business sales as well as an improved profits position. In the third quarter of 1959, the rate of inventory build-up dropped sharply from the second quarter, as a result of the steel strike and a reduction in dealers' inventories of new automobiles. After settlement of the steel strike, prospects are for a sharp increase in inventory investment in the closing months of 1959 and in the first half of 1960. Stock-sales ratios are relatively low.

Rising outlays for residential construction, which was one of the most important expansive forces in the last year, have shown some slight declines in recent months. Further moderate declines are likely through mid-1960 reflecting higher interest rates along with the prospects for some reduction in the volume of funds available for mortgages. Purchases of goods and services by Federal Government, after increasing during 1958, leveled out in the first half of 1959. Based upon the recently released Midyear Budget Review, Federal Government spending is expected to decline a little through the first half of 1960. Purchases by State and local Governments, however, are likely to continue to increase in line with the trends of recent years.

With real per capita disposable income up about 5 percent between the second quarter of 1958 and the second quarter of 1959, consumers have increased their purchases of goods and services substantially, particularly for automobiles but also for other goods and services. Retail sales of food stores in July and August, were about 2 1/2 percent higher than a year earlier, although prices were down about 2 percent.

IV. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Farm machinery and equipment should be readily available for the production of vegetables during the second quarter of 1960. Work stoppages, if not settled promptly, may cause some shortages of replacement equipment. There should be no shortages of fuels, tires, or other production equipment.

Supplies of fertilizers and effective pesticides for nearly every recommended purpose will be available in ample supply. Farmers should place orders early enough to assure delivery of special formulations of fertilizer and such insecticides, fungicides and weed killers as are likely to be needed. The basic materials used in the manufacture of containers and packaging material are expected to be in ample supply for 1960 spring vegetable crops.

Manpower: The over-all supply of farm manpower in 1960 is expected to be about the same as in 1959. Farm employers, especially those using many seasonal workers, can obtain valuable assistance in meeting manpower needs by cooperating closely with their local Employment Service offices. Increased efforts should be made to more fully use local labor resources before out-of-area labor is recruited. Workers from foreign sources will continue to be available where needs cannot be met from qualified domestic sources. The supply of experienced year-round farm workers is expected to continue tight. Increased efforts are being made to improve the housing, continuity of employment and other employment conditions for hired farm workers. These incentives will attract and hold qualified workers in the farm work force.

V. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the acreage-marketing guide information, the Department expects that acreage can be adjusted so as to bring supplies in balance with market needs and avoid marketing difficulties. Before planting time, growers should take precautionary measures to assure themselves of available market outlets.

VI. EXPORTS-IMPORTS, SPRING VEGETABLES

Exports: Spring vegetable exports in 1959 were back to normal levels after a drop in 1958 when severe weather damage curtailed U. S. production. The March-June exports of 10 vegetables amounted to 428 million pounds compared to 391 million pounds in 1958. This total includes all potatoes, but they are mostly new potatoes shipped during May and June.

Canada is the largest export market for U. S. fresh vegetables. Late in the spring of 1959, Canada raised the seasonal duty on a number of fruits and vegetables and for compensation lowered or removed the nonseasonal duty on several items. This action may tend to increase exports of spring vegetables. During 1959 some European countries have liberalized imports of fresh vegetables, but this action may have little effect on U. S. exports.

Canada will continue to be the largest importer of U. S. fresh vegetables and the upward trend in sales is likely to continue. Due to the small 1959

Canadian crop, exports of U. S. potatoes may be substantially higher in the spring of 1960 than in 1959.

SPRING VEGETABLES: Exports from United States, March through June 1959, with comparisons for 1958

Commodity	March-June 1959		March-June Total	
	Canada	Other	1959	1958
- - - - - 1,000 pounds - - - - -				
Beans, fresh	4,492	113	4,605	3,881
Cabbage	38,156	606	38,762	44,628
Carrots	49,499	869	50,368	58,426
Celery	42,344	331	42,675	37,264
Lettuce	61,392	2,359	63,751	59,714
Onions	29,818	17,122	46,940	43,327
Peppers	3,096	107	3,203	2,035
Potatoes 1/	104,128	11,256	115,384	102,497
Tomatoes	35,287	539	35,826	30,480
Watermelons	25,911	288	26,199	10,090

1/ Includes all potatoes.

Source: Bureau of the Census.

Imports: During the March-June period of 1959, imports of 7 vegetables amounted to 371 million pounds compared to 432 million in 1958. Imports of tomatoes and cucumbers from Cuba were down sharply, largely caused by the unsettled political situation. There were many labor problems and frequent disruptions of transportation. Canadian shipments of old-crop table and seed potatoes also were lower in 1959 than in the spring of 1958.

Imports from Mexico were above those in 1958 despite lower U. S. prices. All commodities except onions showed an increase. Imports of tomatoes were about 5 percent larger than in 1958 and a larger portion of the total were vine-ripened.

Prospects for 1960 indicate a reduction in the potential exports from Cuba and possibly an increase from Mexico. However, the actual volume of exports to the United States will be strongly influenced by price levels prevailing for domestic produce. Cuba is faced with many domestic problems and both production and exports of vegetables in 1960 may be below those of 1959. West Mexico has a record supply of water and production should at least equal that of 1959, if growing conditions are average. The upward trend in the acreage of vine-ripened tomatoes is expected to continue and vine-ripes will increase in relative importance.

SPRING VEGETABLES: Imports into the United States of specified kinds,
by months, 1959, with comparisons for 1958

Commodity and Country of Origin	1959				: March-June Total	
	: March	: April	: May	: June	: 1959	: 1958
- - - - - 1,000 pounds - - - - -						
Cantaloups						
Mexico	5,481	21,280	25,936	2,684	55,381	41,562
Cuba	9	0	64	0	73	45
Total 1/	5,490	21,294	26,020	2,689	55,493	41,693
Cucumbers						
Mexico	1,753	610	176	0	2,539	1,584
Cuba	2,831	144	7	0	2,982	14,846
Total 1/	4,651	866	240	9	5,706	17,029
Onions						
Mexico	3,027	7,015	2,061	85	12,188	20,359
Chile	11,577	11,759	551	208	24,095	14,434
Egypt	1,056	4,635	110	15	5,816	240
Italy	85	146	633	2,222	3,086	2,444
Total 1/	18,732	24,274	4,409	2,556	49,971	38,009
Peppers						
Mexico	6,375	5,271	759	205	12,610	8,448
Cuba	218	48	65	13	344	797
Total 1/	6,601	5,324	829	218	12,972	9,264
Potatoes 2/						
Canada:						
Seed	12,100	7,966	4,751	575	25,392	30,977
Table	532	3,201	3,479	5,373	12,585	94,690
Other	0	0	0	0	0	30
Total	12,632	11,167	8,230	5,948	37,977	125,697
Tomatoes						
Mexico	82,042	55,318	7,752	430	145,542	139,249
Cuba	3,645	892	41	0	4,578	18,294
Total 1/	86,115	56,872	7,854	430	151,271	157,900
Watermelons						
Mexico	2,713	21,751	28,834	4,083	57,381	42,303
Cuba	73	8	0	0	81	286
Total	2,786	21,759	28,834	4,083	57,462	42,589

1/ May include small amounts from other areas.

2/ Includes all potatoes.

Source: Bureau of the Census.

VII. CANNED AND FROZEN VEGETABLES

Practically all canned and frozen vegetables were in abundant supply during the 1959 spring season. Surpluses existed for a number of canned commodities, including snap beans, beets, carrots, peas, tomatoes and tomato products. Among the major frozen vegetables, there were excessive supplies of lima beans, snap beans, broccoli and sweet corn. Relatively low prices stimulated consumption and the disappearance was maintained at a high rate.

Preliminary data on production for processing in 1959 indicate that packs of many canned vegetables will be slightly smaller than in 1958. The reductions will be partially offset by heavy carryovers but, in total, supplies of canned vegetables available during the 1959-60 marketing season will be smaller than in 1958-59. The only increases anticipated are in canned sweet corn and snap beans. Frozen vegetable supplies probably will be larger than 1958-59. A significant increase in frozen peas, snap beans, broccoli, cauliflower and spinach will more than offset smaller supplies of lima beans and sweet corn. Competition between fresh and processed vegetables will continue to be intense.

SUPPLY AND DISAPPEARANCE OF CANNED AND FROZEN VEGETABLES, MARKETING SEASONS 1957-58 AND 1958-59

Commodity	Total Supply		Disappearance	
	1957-58	1958-59	1957-58	1958-59
	1,000 cases basis 24/2's	1,000 cases basis 24/2's	1,000 cases basis 24/2's	1,000 cases basis 24/2's
<u>Canned Vegetables</u> 1/				
Lima Beans	4,101	3,518	3,047	2,634
Snap Beans	32,892	33,829	25,495	25,649
Beets	12,165	11,912	8,124	8,157
Carrots	3,841	4,865	2,140	3,191
Sweet Corn	39,123	34,375	31,823	29,509
Green Peas	39,930	40,478	29,001	28,455
Spinach	8,650	7,645	6,245	5,962
Tomatoes	30,047	35,831	24,681	26,420
<u>Frozen Vegetables</u>	Thousand Pounds		Thousand Pounds	
Lima Beans	170,527	167,473	128,963	128,997
Snap Beans	164,114	180,598	139,522	145,303
Broccoli	110,071	131,253	88,497	94,867
Cauliflower	38,061	40,362	30,950	29,304
Sweet Corn	151,206	147,490	125,124	126,446
Green Peas	414,091	368,787	297,238	284,274
Spinach	128,741	122,293	103,920	102,789

1/ Total supply includes canners' and distributors' stocks.
National Canners Association, National Association of Frozen Food
Packers, Census Bureau, U. S. Department of Commerce and AMS, USDA

Spring Vegetables: 1960 Planted Acreage Guide With Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:				
	: 1960	: 1959	: 1953-57	: 1948-52	: 1959	: 1953-57	: 1948-52	: 1959	: 1953-57	: 1948-52
	: Guide	: Prel.	: 1958	: Average	: Average	: Prel.	: 1958	: Average	: Average	: Average
	- - - - - Thousand Acres - - - - -					- - - - - Percent - - - - -				
Beans, Lima	3.4	3.0	3.5	4.5	6.3	113	97	76	54	
Beans, Snap										
Early	15.8	13.2	19.9	16.2	24.7	120	79	98	64	
Mid	16.0	16.0	15.4	18.3	22.8	100	104	87	70	
Late	16.2	17.0	16.2	18.7	22.6	95	100	87	72	
Broccoli										
Early	13.3	13.3	12.0	12.8	8.2	100	111	104	162	
Late	.9	.9	1.1	.8	<u>1/</u>	100	82	112	-	
Cabbage										
Early	15.1	15.8	17.3	19.2	22.4	96	87	79	67	
Late	8.1	8.6	9.2	8.7	10.3	94	88	93	79	
Carrots	1.4	1.4	1.5	2.3	3.1	100	93	61	45	
Cauliflower										
Early	7.3	8.1	7.2	7.1	8.1	90	101	103	90	
Late	.3	.4	.3	.3	.3	94	110	118	114	
Celery	7.0	8.7	7.5	7.2	6.6	80	93	97	106	
Corn, Sweet										
Early	37.0	38.6	38.8	37.1	<u>1/</u>	96	95	100	-	
Late	13.9	13.9	13.6	13.9	<u>1/</u>	100	102	100	-	
Cucumbers										
Early	12.3	11.2	15.2	13.3	12.6	110	81	92	98	
Late	13.2	13.4	13.4	13.6	15.2	99	99	97	87	
Eggplant	1.0	1.1	1.4	1.1	1.7	91	71	91	59	
Lettuce										
Early	48.7	53.2	48.8	46.4	48.9	92	100	105	100	
Late	7.8	7.8	8.1	8.1	8.2	100	96	96	95	
Onions										
Early	29.0	34.0	29.8	41.3	46.8	85	97	70	62	
Late	12.0	12.9	16.2	14.0	16.3	93	74	86	74	
Peas, Green										
Early	3.9	3.9	4.8	5.0	10.2	100	81	78	38	
Peppers, Green	8.6	8.6	8.8	8.5	8.6	100	98	101	100	
Shallots	1.8	1.9	2.2	2.5	2.1	95	82	72	86	
Spinach	7.1	7.1	7.7	9.6	12.8	100	92	74	55	
Tomatoes										
Early	51.1	47.3	56.5	61.1	58.0	108	90	84	88	
Late	28.4	25.1	37.2	45.8	48.3	113	76	62	59	
Total	380.6	386.4	413.6	437.4	<u>2/</u> 425.1	98	92	87	<u>2/</u> 77	

1/ Not available.

2/ Sweet Corn and Late Broccoli not included.

Spring Vegetables: 1960 Probable Production With Comparisons

Commodity	Production ^{2/}					: Probable Production from : acreage guide as percent of:			
	: 1960 ^{1/}	: 1959	:	: 1953-57	: 1948-52	: 1959:	: 1953-57:	: 1948-52	
	: Guide	: Prel.	: 1958	: Average	: Average	: Prel:	1958:	Average:	Average
	- - - - - 1,000 tons - - - - -					- - - Percent - - - -			
Beans, Lima	3.8	3.2	3.8	5.0	7.0	119	100	76	54
Beans, Snap									
Early	25.3	16.6	34.2	24.0	32.6	152	74	105	78
Mid	17.4	18.5	17.4	19.4	22.2	94	100	90	78
Late	34.8	36.8	33.8	37.4	38.5	95	103	93	90
Broccoli									
Early	41.9	49.9	39.0	38.2	23.6	84	107	110	178
Late	3.7	3.4	5.0	3.0	<u>3/</u>	109	74	123	-
Cabbage									
Early	93.4	92.2	103.7	120.7	126.9	101	90	77	74
Late	51.2	53.0	55.8	53.4	60.0	97	92	96	85
Carrots	15.4	17.2	15.3	23.2	34.4	90	101	66	45
Cauliflower									
Early	60.2	65.2	53.5	54.6	64.0	92	113	110	94
Late	3.5	2.8	2.8	3.4	3.0	125	125	103	117
Celery	167.6	179.8	148.5	190.4	158.0	93	113	88	106
Corn, Sweet									
Early	126.8	121.2	131.8	117.7	<u>3/</u>	105	96	108	-
Late	41.1	42.3	40.2	39.3	<u>3/</u>	97	102	105	-
Cucumbers									
Early	44.7	39.4	53.7	45.4	37.8	113	83	98	118
Late	43.2	43.0	43.5	43.0	43.0	100	99	100	100
Eggplant	5.6	5.8	6.3	6.4	8.6	97	89	88	65
Lettuce									
Early	351.1	359.5	350.9	298.6	268.2	98	100	118	131
Late	59.6	51.3	61.2	60.1	53.8	116	97	99	111
Onions									
Early	133.6	105.6	128.2	140.0	86.0	127	104	95	155
Late	109.4	146.6	116.8	99.9	98.4	75	94	110	111
Peas, Green									
Early	7.2	8.0	5.2	8.0	16.4	90	138	90	44
Peppers, Green	26.2	15.5	21.0	24.6	24.8	169	125	107	106
Shallots	2.0	1.3	2.0	3.2	2.8	154	100	62	71
Spinach	20.4	19.7	20.6	28.4	38.6	104	99	72	53
Tomatoes									
Early	190.0	202.6	190.4	196.1	172.0	94	100	97	110
Late	50.8	49.1	60.1	62.3	76.8	103	85	82	66
Total	1,729.9	1,749.5	1,744.7	1,745.7	<u>4/</u> 1,497.4	99	99	99	<u>4/</u> 104

^{1/} Computed: planted acreage guide for 1960 spring vegetables less normal abandonment, times average yield.

^{2/} Includes some quantities not marketed. See individual statement for particulars.

^{3/} Not available.

^{4/} Sweet Corn and Late Broccoli not included.

Spring Melons: 1960 Planted Acreage Guides With Comparisons

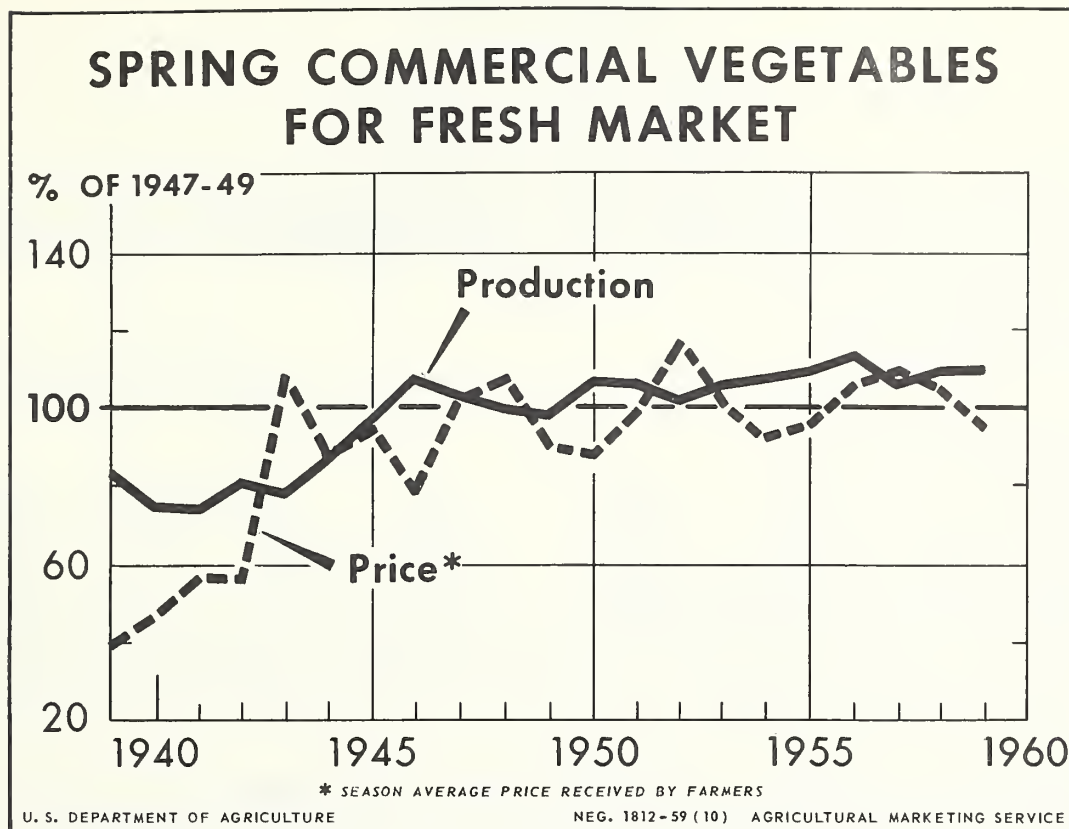
Commodity	Planted Acreage						Percent Acreage Guide is of:					
	: 1960 :	: 1959 :	: 1958 :	: 1953-57 :	: 1948-52 :	: 1959 :	: 1958 :	: 1953-57 :	: 1948-52 :	: Percent	: Percent	
	: Guide :	: Prel. :	: Average :	: Average :	: Average :	: Prel. :	: Average :	: Average :	: Average :	: Average	: Average	
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Spring Melons: 1960 Probable Production With Comparisons

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1/ Computed: Planted acreage guide for 1960 spring melons less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.



Production of vegetables for fresh market in 1959 was about equal to 1958. However, prices in the aggregate were substantially lower. The decline in price reflected surplus supplies and low prices for a few major commodities. Production of celery, lettuce, and onions was particularly large and market prices were depressed throughout the spring. Prices for carrots also were low, mainly because of competition from following early summer crops. In general, tender vegetables were in moderate supply and prices ranged from moderate to high levels. The index of price in 1959 averaged 95 percent of the 1947-49 base period compared with 105 percent in 1958.

1960 Acreage-Marketing Guides
Spring Vegetables

Lima Beans

(Florida and South Carolina)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(see 1960 guide be-
low)

3,400

1/ 23

77

Background Statistics

1959 Prel.	3,000	2,900	22	63	12.00	756
1958	3,500	3,400	23	<u>2</u> / 77	9.04	669
1953-57 Average	4,500	4,360	23	<u>2</u> / 101	9.44	917
1948-52 "	6,340	6,200	23	<u>2</u> / 141	8.60	1,174

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 5 in 1948, 6 in 1950, 8 in 1952, 9 in 1955, 3 in 1957 and 3 in 1958.

Comparisons and Comments: The downward trend in spring lima bean acreage continued in 1959. Plantings were 14 percent below 1958 and 33 percent less than the 1953-57 average. Although heavy March rains delayed planting in South Carolina, conditions later in the season were favorable for good crop development. The result was above average yields and larger production in South Carolina. However, this was more than offset by a drop in northern Florida production, brought on by excessive rainfall in mid-May. Total production was 18 percent below 1958 and more than a third less than average. Season average prices were particularly high in Florida and in both states were higher than in 1958 and the 1953-57 average. Supplies of both frozen and canned lima beans were ample in 1959 although below 1958 levels. Current indications are that the supply of processed lima beans in 1960 will be about the same as in 1959.

1960 Guide: The 1960 guide is a planted acreage 20 percent above 1959 in Florida and 10 percent above 1959 in South Carolina. Such an acreage, with no abandonment in South Carolina, a normal abandonment of 5 percent in Florida, and 1954-58 average yields by states will result in production 22 percent larger than in 1959 but 24 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Early Spring

(Texas and Florida)

Year	Acreage		Yield		Production	Price	Value
	:Planted:	:For Harvest:	: Per Acre	: (1,000 cwt.)			
	(acres)		(cwt.)			(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and

Probable Production

(planted acreage 20 percent more
than in 1959) 15,800

1/ 36

506

Background Statistics

1959 Prel.	13,200	12,200	27	333	10.64	3,544
1958	19,900	19,400	35	2/ 685	8.55	5,304
1953-57 Average	16,160	13,580	35	2/ 479	9.19	4,258
1948-52 "	24,720	22,280	29	2/ 651	8.19	4,535

1/ 1953-57 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 107 in 1949, 77 in 1950, 291 in 1951, 41 in 1955, 24 in 1956 and 65 in 1958.

Comparisons and Comments: The 1959 crop was the smallest since the prewar period. Plantings in Florida were more than a third less than in 1958 and were delayed by rains in all areas. Extensive replanting was necessary because of rain damage. Heavy rains also sharply reduced yields. The crop in Texas developed fairly well but was delayed by cool weather in April. The two states' combined acreage for harvest was one-third less than in 1958 and 10 percent below the 1953-57 average. Yields averaged about one-fifth less than last year. Production was one-half that in 1958 and nearly a fourth below the 1953-57 average. In sharp contrast to the normal seasonal pattern, movement declined through most of April and prices increased to fairly high levels. Prices remained high in early May as a limited seasonal increase in shipments occurred. Light and declining volume the last three weeks of May brought further price increases until mid-spring production began in volume. Competition from canned and frozen snap beans is expected to continue strong. Stocks of both types will be larger in the spring of 1960.

1960 Guide: The 1960 guide is a planted acreage 20 percent more than 1959. Such an acreage with an average abandonment of about 10 percent and a 1953-57 average yield by states will result in a production 52 percent more than in 1959, 6 percent more than the 1953-57 average but 22 percent less than the 1940-52 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi, and Louisiana)

Year	Acreage		Yield		Price	Value
	Planted	For Harvest	Per Acre	Production		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	16,000		1/ 22	348		
<u>Background Statistics</u>						
1959 Prel.	16,000	16,000	23	370	7.37	2,728
1958	15,450	15,450	22	347	6.93	2,405
1953-57 Average	18,320	17,900	22	2/ 388	7.79	2,905
1948-52 "	22,780	22,700	20	443	7.88	3,487

1/ 1953-57 average yields.

2/ Includes 9,000 cwt. not marketed in 1955 and excluded in computing value.

Comparisons and Comments: Planted acreages were reduced in 1959 in most states. However, increases in Alabama and Louisiana more than offset the general decline. The total acreage was 4 percent more than 1958 but 13 percent less than the 1953-57 average. The season progressed under mostly favorable weather until late May when heavy rains adversely affected quality in Georgia and Mississippi. The acreage for harvest was moderately larger than in 1958. Average yield was slightly higher than in 1958 and the 1953-57 average. Production was 7 percent more than in 1958 but 5 percent less than the 1953-57 average. The relatively high season average price reflected the earlier than usual marketing of a large proportion of the total crop in the latter part of May when competing supplies from Florida were below normal. Total supplies (principally from late spring production) increased in mid-June and prices were depressed to fairly low levels. Large supplies of canned and frozen snap beans will be available at relatively low prices in the spring of 1960.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with normal abandonment and 1953-57 average yields will result in a production 6 percent less than in 1959 and 10 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Late Spring

(Arkansas, California, Maryland, New Jersey, North Carolina and Virginia)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1960 Acreage Guide and

Probable Production

(planted acreage 5 percent
less than 1959) 16,200

1/ 43

697

Background Statistics

1959 Prel.	17,000	17,000	43	737	7.96	5,869
1958	16,200	16,200	42	676	8.27	5,592
1953-57 Average	18,740	18,660	40	<u>2</u> / 749	9.28	6,788
1948-52 "	22,560	22,560	35	<u>2</u> / 770	7.01	5,367

1/ 1957-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 6 in 1949, 18 in 1954, 48 in 1955, and
12 in 1957.

Comparisons and Comments: Planted acreages in New Jersey, Virginia and California were increased in 1959, offsetting declines in Maryland and Arkansas. The acreage for harvest was 5 percent more than in 1958. Average yields in eastern producing states were reduced by unusually high temperatures in June and dry conditions that continued into July. Production in these states was 6 percent less than in 1958. Yields on late acreage in California were improved and production in that state exceeded 1958. For the group, the total production was 9 percent more than in 1958. Movement of supplies to markets began at about the normal time. However, heavy bunching of supplies in early June caused low prices. Prices improved moderately in July as late spring marketings declined. The group season average price was less than in 1958 and the 1953-57 average. Average prices were lower than in 1958 in most states. Canned and frozen snap beans supplies are expected to be ample in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage with a 1957-59 average yield will result in a production 5 percent less than in 1959 and 7 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Early Spring

(California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1960 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1959)	13,300	1/ 63	838			
<u>Background Statistics</u>						
1959 Prel.	13,300	13,300	75	998	7.39	7,374
1958	12,000	12,000	65	780	7.66	5,973
1953-57 Average	12,780	12,460	62	765	7.16	5,499
1948-52 "	8,160	8,160	57	472	8.95	4,187
1/ 1954-58 average yield.						

Comparisons and Comments: The acreage for harvest in 1959 was 11 percent more than in 1958 and 7 percent above the 1953-57 average. Most of the increase was in the Santa Maria area and was intended for freezers. High temperatures in March resulted in moderate tonnage losses because part of the crop matured too rapidly. However, the average yield exceeded that in 1958 and was one-fifth more than the 1953-57 average. 1959 production was 28 percent more than in 1958 and 30 percent above the 1953-57 average. Fresh market prices ranged from moderate to fairly high for the light supplies available in February. Marketings increased substantially in late March and prices declined to the low point for the season. Prices improved steadily through April and reached a high level in early May as supplies were limited. Movement to freezers was particularly heavy during March and early April. The season average price was a little lower than in 1958 but was above average. Carryover of frozen stocks plus the fall pack will likely result in heavy supplies for the early spring of 1960. Stocks at the beginning of the marketing season are expected to be larger than in 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage with no abandonment and a 1954-58 average yield will result in a production 16 percent less than in 1959 but 10 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Late Spring

(New Jersey and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959) 900

1/ 82

74

Background Statistics

1959 Prel.	900	900	75	68	6.70	456
1958	1,080	1,080	92	99	6.94	687
1953-57 Average <u>2</u> /	774	774	82	61	8.88	555

1/ 1953-57 average yield.

2/ Estimates not available prior to 1949.

Comparisons and Comments: Acreage of late spring broccoli in New Jersey in 1959 was moderately less than in 1958. The reduction follows successive increases each year from 1954 to 1958. Plantings in 1959, however, were above the average for most recent years. Abnormally high temperatures in May and late June lowered yields and adversely affected quality. The average yield was 18 percent less than in 1958 and 9 percent less than the 1953-57 average. The smaller acreage for harvest and low yield resulted in a production almost a third less than the relatively large crop in 1958 but 11 percent above the 1953-57 average. The bulk of the crop was marketed in late June and early July. Supplies of fresh broccoli at this time were relatively light and the crop sold at moderate prices. The season average price was less than in 1958 and much less than the 1953-57 average. Competing stocks of frozen broccoli were larger than in 1958 and were heavy. Equally strong competition should be expected from ample supplies of frozen broccoli in 1960.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with no abandonment and a 1953-57 average yield will result in a production 9 percent more than in 1959 and 21 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than 1959) 15,100

1/ 125 1,869

Background Statistics

1959 Prel.	15,850	15,450	119	<u>2</u> / 1,844	1.59	2,876
1958	17,300	17,000	122	<u>2</u> / 2,074	1.92	3,795
1953-57 Average	19,160	19,000	127	<u>2</u> / 2,414	1.56	3,521
1948-52 "	22,420	21,680	119	<u>2</u> / 2,538	2.05	4,865

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 128 in 1948, 36 in 1949, 70 in 1950, 40 in 1951, 135 in 1953, 64 in 1954, 80 in 1955, 174 in 1956, 112 in 1957, 96 in 1958 and 30 in 1959.

Comparisons and Comments: Planted acreage of early spring cabbage in 1959 was 8 percent less than in 1958 and 17 percent below the 1953-57 average. Acreage reductions in Mississippi, Georgia and California outweighed increases in Louisiana, South Carolina and Alabama. Cold and wet weather retarded early crop development in the eastern areas, but favorable conditions prompted a substantial recovery later in the season. Average yields were below normal, particularly in South Carolina and California. Lower yields combined with acreage reductions resulted in a total production 11 percent less than in 1958 and 24 percent below the 1953-57 average. Most of the crop in the East sold at moderate prices. California growers experienced below average prices. Lowest levels were reached near the end of the season, reflecting competition from later areas. In view of potential market requirements, a smaller acreage in 1960, with average yields, should produce ample supplies.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage with a normal abandonment of 1 percent and a 1954-58 average yield will result in a production 1 percent above 1959 but 23 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1959) 8,100

1/ 129

1,024

Background Statistics

1959 Prel.	8,550	8,250	128	2/ 1,059	2.01	2,062
1958	9,150	8,650	129	2/ 1,116	1.56	1,538
1953-57 Average	8,666	8,526	130	2/ 1,068	2.11	2,177
1948-52 "	10,258	10,158	118	2/ 1,200	2.09	2,191

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 34 in 1948, 88 in 1949, 150 in 1950, 294 in 1951, 20 in 1952, 74 in 1953, 168 in 1954, 120 in 1955, 128 in 1958 and 35 in 1959.

Comparisons and Comments: Late spring cabbage production in 1959 was 5 percent below that of 1958 and 1 percent less than the 1953-57 average. Planted acreage was 7 percent below 1958 as a result of decreases in North Carolina and Virginia. Acreage remained the same in all other states. Cold and wet weather damaged early plantings in Virginia and delayed transplanting in other areas. The crop made good progress as conditions improved but yields fell below average in all states except Tennessee and Maryland. Season average prices were moderate in all states except Tennessee where increased production contributed to relatively low returns to growers. Prices were at their highest level during the first part of the season. Shipments peaked earlier than in 1958. Nevertheless, there was some overlap with early summer offerings and prices declined in early June. Some abandonment occurred in North Carolina. A smaller acreage in 1960 with average yields should provide ample supplies to fulfill market needs.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with a normal abandonment of 2 percent and 1954-58 average yields will result in a production 3 percent less than in 1959 and 4 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Carrots

(Arizona)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :Production:	: : : (\$ per (\$1,000	: : : cwt.)
	(acres)	(cwt.) (1,000 cwt.)		

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959) 1,400

1/ 221 309

Background Statistics

1959 Prel.	1,400	1,400	245	343	3.65	1,252
1958	1,500	1,300	235	306	4.20	1,285
1953-57 Average	2,320	2,320	204	463	4.10	1,895
1948-52 "	3,140	3,100	222	2/ 689	4.40	2,870

1/ 1956-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1949, and 176 in 1950.

Comparisons and Comments: Arizona carrot growers, faced with intensive competition from larger crops in Texas and California, reduced their acreage for spring harvest steadily during the 1950's. The planted acreage in 1959 was 7 percent below 1958 and 40 percent below the 1953-57 average. Growing conditions were good in 1959 and yields were high. Production was 12 percent more than in 1958. Favorable marketing conditions prevailed during the first portion of the season. The preceding winter crop in Texas was relatively small because of adverse weather and the late season movement from that state was lighter than usual. Prices were low in early April, improved steadily during the month, then held at moderate levels during May. However, the market weakened in June during the period of peak movement as abundant supplies became available in central California. Season average prices to growers were relatively low. Arizona growers should anticipate a more normal production and marketing pattern in Texas in 1960 and, consequently, stronger competition during the first half of the season. In 1960, successful marketing of the Arizona crop will depend to a considerable extent upon timing of harvests in Texas and California.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1956-59 average yield, will result in a production 10 percent less than in 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Cauliflower - Early Spring

(California)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : :Price : (\$ per cwt.)	: : :Value : (\$1,000)
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1960 Acreage Guide and
Probable Production

(planted acreage 10 percent less
than in 1959) 7,300

1/ 165

1,204

Background Statistics

1959 Prel.	8,100	7,900	165	1,304	2.99	3,900
1958	7,200	6,900	155	1,070	3.74	4,002
1953-57 Average	7,100	6,800	161	1,091	3.27	3,570
1948-52 "	8,120	8,020	160	1,279	3.34	4,260

1/ 1953-56 average yield.

Comparisons and Comments: The acreage planted for early spring harvest was expanded in 1959. It was 12 percent more than 1958 and 14 percent above the 1953-57 average. The central areas accounted for the increase which was intended for the fresh market. Prospective volume was reduced when unusually warm temperatures advanced the crop in March. Early harvesting of the April strain resulted in a bunching of shipments in late March. About 200 acres were lost and yields were reduced. Yields improved on later acreage and the average was 2 percent more than the 1953-57 average. Production was 22 percent more than in 1958 and a fifth more than the 1953-57 average. Prices declined moderately from high levels as supplies increased in early March but improved moderately throughout April and reached a fairly high level in May. Out of state movement ended the first week of June. Movement to processors was fairly heavy and accounted for a large proportion of the crop. In 1959, frozen stocks were slightly less than in 1958 and were not excessive. Present indications are that stocks in storage may be larger during the spring of 1960.

1960 Guide: The 1960 guide is a planted acreage 10 percent less than in 1959. Such an acreage with no abandonment and a 1953-56 average yield will result in a production 8 percent less than in 1959 but 10 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Cauliflower - Late Spring

(New Jersey)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :Production:	: : :(\$ per (\$1,000 cwt.)
	(acres)	(cwt.) (1,000 cwt.)	

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1959) 330

1/ 213 70

Background Statistics

1959 Prel.	350	350	160	56	2.95	165
1958	300	300	190	57	4.70	268
1953-57 Average	280	270	251	68	3.98	270
1948-52 "	290	290	212	60	5.08	302

1/ 1956-58 average yield.

Comparisons and Comments: The planted acreage of late spring cauliflower in New Jersey was increased slightly for the first time since 1954. In May, prospective yield was less than the relatively low level obtained in 1958. Yields were further reduced by high temperatures in May and the latter half of June. Yields averaged 16 percent less than in 1958 and more than a third less than the 1953-57 average. The larger acreage about offset the reduced yield and production was nearly equal to 1958 but 18 percent less than the 1953-57 average. Prices for good quality were moderate in early June when the bulk of the crop was marketed and improved slightly for the more limited supplies available later in the month. The relatively low season average price is a reflection of quality problems. Freezer holdings of frozen cauliflower were only slightly larger than the moderate amount held in 1958. However, holdings of other competing vegetables, principally broccoli, were much larger. Frozen stocks of cauliflower are likely to be a little larger in 1960.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage with no abandonment and a 1956-58 average yield will result in a production 25 percent more than in 1959 and 3 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Celery

(Florida and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage 20 percent less
than in 1959) 7,000

1/ 504

3,352

Background Statistics

1959 Prel.	8,700	8,200	439	<u>2</u> / 3,596	2.84	9,220
1958	7,500	7,200	412	2,970	6.48	19,238
1953-57 Average	7,160	6,920	551	<u>2</u> / 3,807	3.70	13,644
1948-52 "	6,600	6,460	494	<u>2</u> / 3,161	3.58	11,041

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 236 in 1948, 95 in 1949, 58 in 1950, 26 in 1951, 14 in 1952, 16 in 1953, 274 in 1954, 66 in 1955, 29 in 1956 and 347 in 1959.

Comparisons and Comments: The 1959 acreage in California was up 26 percent from 1958. Acreage in Florida was 10 percent higher. Below average yields were recorded in both States. However, yield in Florida was considerably above the low level of 1958. Production was about a fifth more than in 1958 but 6 percent less than the 1953-57 average. The below average yields and production reflected to some extent the extremely unfavorable markets. About a fifth of the Florida supply was not marketed. Growers experienced an unrewarding if not chaotic 1959 marketing season. Even though Florida growers voluntarily restricted harvest from time to time, prices received, in many instances, barely covered harvesting costs. California prices held moderately above those in Florida, but were the lowest of recent years. Market requirements for celery are increasing slowly or about in line with growth in population. However, an acreage in 1960 much smaller than in 1959 would provide ample supplies.

1960 Guide: The 1960 guide is a planted acreage in both states 20 percent less than in 1959. Such an acreage, with 1955-59 average yields will result in a production 7 percent less than in 1959, but 12 percent more than in 1958 and 12 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Early Spring

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Price	: Value
	(acres)	(cwt.)		(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(see 1960 guide be-
low)

37,000 1/ 72 2,535

Background Statistics

1959 Prel.	38,600	37,300	65		2,423	4.45	10,788
1958	38,800	37,300	71	2/	2,635	3.95	9,708
1953-57 Average	37,140	32,580	72	2/	2,354	3.89	8,889

1/ 1956-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 115 in 1955 and 180 in 1958.

Comparisons and Comments: Most of the spring season supply originates in the Everglades area of Florida. Acreage in Florida was equal to that in 1958. Plantings in Texas were slightly less than in 1958. Florida yield was reduced by excessive rains in March and May. Production was about in balance with market requirements. Florida shipments reached volume levels in late March, somewhat earlier than usual. Weekly shipments during April and May held at fairly stable levels. (In 1958 the Florida crop was late and shipments bunched during the first half of May). Texas crop development was retarded in April by cool, wet weather. Marketings from the Lower Valley commenced in late April and from the Winter Garden area early in May. Supplies of processed corn were below average in the spring of 1959. It is anticipated that processed supplies in the spring of 1960 will be moderately higher than in 1959. Demand for fresh sweet corn in the spring of 1960 is expected to be at least as strong as in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959 in Florida and equal to 1959 in Texas. Such acreages, with average abandonment and 1956-59 average yields, by states will result in a production 5 percent more than in 1959 but 4 percent less than in 1958 and 8 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

13,900

1/ 61

822

Background Statistics

1959 Prel.	13,900	13,500	63	846	4.34	3,674
1958	13,600	13,400	60	804	4.41	3,548
1953-57 Average	13,940	13,480	58	786	4.57	3,546

1/ 1957-59 average yield.

Comparisons and Comments: Increases in acreage in 1959 in California and Georgia more than offset moderate reductions in Alabama and South Carolina. In the southeastern States, rains and cold weather delayed plantings and retarded growth. Good weather prevailed in California, where about two-thirds of the supply originated, and a record yield resulted. Total production was moderately more than in 1958 and average. Prices received averaged at relatively high levels in the southeastern States. However, prices received by California growers were below average. Late spring and early summer supplies in California were above average. Canned supplies in 1960 will be substantially larger than in 1959. Frozen stocks are expected to be moderately larger.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with average abandonment of 3 percent and a 1957-59 average yield, will result in a production 3 percent less than in 1959 but 2 percent more than in 1958 and 5 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Early Spring

(Florida and Texas)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1960 Acreage Guide and
Probable Production

(planted acreage 10 percent more
than in 1959) 12,300

1/ 82

894

Background Statistics

1959 Prel.	11,200	10,700	74	2/	788	9.41	6,547
1958	15,200	14,200	76	2/	1,074	5.99	5,183
1953-57 Average	13,340	11,020	84	2/	908	6.42	5,496
1948-52 "	12,620	11,000	68	2/	755	6.71	4,569

1/ 1955-58 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1950, 244 in 1951, 191 in 1954, 50 in 1955, 18 in 1957, 209 in 1958 and 92 in 1959.

Comparisons and Comments: The 25 percent reduction in planted acreage in 1959 followed a season of low average prices in both states. Almost all of the reduction occurred in Florida where growers encountered additional problems with the weather. Low temperatures and generally wet conditions in principal growing areas made planting difficult and adversely affected early growth. Considerable acreage was replanted throughout central and north Florida. Heavy rains during April and May interrupted harvesting. The crop in Texas also was affected by adverse weather. Average yield was less than in 1958 and 12 percent less than the 1953-57 average. Total crop production was nearly a third less than in 1958 and 13 percent less than the 1953-57 average. It was the smallest crop since 1950. Peak movement was in early April and some economic abandonment occurred. However, subsequent shipments during the month were very light with only a moderate increase in May. Prices were at moderate levels for a brief period in early April. Thereafter, prices advanced steadily, reaching their highest point in mid-May. Fair quality in Florida brought lower prices as supplies from Texas and several late spring states became available in the latter half of May.

1960 Guide: The 1960 guide is a planted acreage 10 percent more than in 1959. Such an acreage with normal abandonment and a 1955-58 average yield by states will result in a production 13 percent more than in 1959 and 2 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Late Spring

(North Carolina, South Carolina,
Georgia, Alabama, Louisiana and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(see 1960 guide be-
low)

13,200

1/ 66

865

Background Statistics

1959 Prel.	13,450	12,750	67	859	4.58	3,937
1958	13,400	13,400	65	2/ 870	3.64	3,144
1953-57 Average	13,624	13,534	63	2/ 860	4.76	3,968
1948-52 "	15,170	15,130	57	2/ 859	3.83	3,095

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 86 in 1949, 148 in 1950, 16 in 1951, 8 in 1954, 51 in 1955, and 7 in 1958.

Comparisons and Comments: The 1959 planted acreage of late spring cucumbers was about the same as in 1958. Increases in several southeastern states were offset by less acreage in Alabama and California. Southeastern crops were delayed by cool weather and rains early in the growing season but improved conditions during May materially increased yields in most states. Yields were below average in North Carolina, however, where some acreage was abandoned. The higher average yield for the group did not offset the reduction in the acreage for harvest. Production was slightly less than in 1958 but about equal to the 1953-57 average. Although marketing began somewhat later than usual, a substantial proportion of the crop was marketed in late May and the first half of June. Supplies marketed at this time sold at fairly high prices because of much smaller overlapping shipments from north Florida. A general increase in shipments by late June brought about a sharp reduction of prices in the East. Ample volume in California sold at a higher average price than in 1958. A total acreage slightly less than in 1959 should provide adequate supplies in 1960.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959 in North Carolina, 5 percent more than in 1959 in California and equal to 1959 in all other states. Such acreages with no abandonment and 1954-58 average yields by states will result in a production 1 percent more than in 1959 and 1 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Eggplant

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1960 Acreage Guide and
Probable Production

(planted acreage 10 percent less
than 1959)

990

1/ 114

113

Background Statistics

1959 Prel.	1,100	1,100	105	116	6.20	719
1958	1,400	1,400	90	2/ 126	7.00	791
1953-57 Average	1,080	1,080	120	2/ 129	4.38	548
1948-52 "	1,670	1,580	111	2/ 171	4.16	607

1/ 1953-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 79 in 1948, 28 in 1949, 14 in 1950, 13 in 1955, 5 in 1956 and 13 in 1958.

Comparisons and Comments: In 1959, growers reduced the plantings of eggplant for spring harvest sharply from the relatively high level in 1958. However, growing conditions were more favorable in 1959 and yields were higher. As a result, the 1959 crop was only 8 percent smaller than in 1958. Abundant supplies were available in south Florida as the marketing season got under-way in early April and prices were low. Prices generally held at low levels through April. Shipments declined in May, with a corresponding improvement in prices. For the season, prices received by growers averaged moderately below the record high reached in 1958 but well above the 1953-57 average. In recent years, production of spring eggplant has ranged from 121,000 to 135,000 hundredweight. However, growers generally have been able to market successfully a supply ranging from 112,000 to 118,000 hundredweight. When supplies exceeded this level, prices were low and some economic abandonment frequently occurred. For 1960, a planted acreage smaller than in 1959 should provide supplies adequate to meet market requirements.

1960 Guide: The 1960 guide is a planted acreage 10 percent less than 1959. Such an acreage, with no abandonment and a 1953-59 average yield, will result in a production 3 percent less than in 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Early Spring

(North Carolina, South Carolina, Georgia, Arizona,
New Mexico and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre:	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production
(see 1960 guide be-
low)

48,700 1/ 144 7,022

Background Statistics

1959 Prel.	53,180	51,850	139	7,190	2.86	20,587
1958	48,850	47,600	147	2/ 7,018	5.49	38,150
1953-57 Average	46,450	46,230	129	2/ 5,972	4.07	24,059
1948-52 "	48,930	48,564	111	2/ 5,364	4.50	23,829

1/ 1954-58 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and ex-
cluded in computing value: 7 in 1948, 10 in 1949, 9 in 1950, 7 in 1952,
83 in 1953, 31 in 1954, 14 in 1956, 90 in 1957 and 73 in 1958.

Comparisons and Comments: Lettuce production during the early spring season has expanded sharply in recent years, largely because of acreage increases in established areas in Arizona and new land development in that state. The crop in 1959 was record-large and 2 percent more than in 1958. Marketing difficulties experienced by growers throughout the 1959 season indicate that the expansion in production far exceeded any anticipated increase in market outlets. Markets were glutted most of the season and distress prices prevailed. Growers frequently harvested only a portion of the available supply. Season average prices in Arizona, California and New Mexico, which supply the bulk of the spring crop, were very low. Since the market for crops grown in the eastern states are strongly influenced by the supply situation in the West, growers in these areas also encountered severe marketing problems. Growers in California have developed marketing agreements in an effort to remedy the marketing problems they have been experiencing. However, to achieve some semblance of order in the 1960 spring lettuce market deal, it will be necessary for Arizona growers to make a significant acreage adjustment.

1960 Guide: The 1960 guide is a planted acreage 15 percent below 1959 in Arizona and equal to 1959 in all other states. Such an acreage, with no abandonment and 1954-58 average yields by states, will result in a production 2 percent below 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey,
Pennsylvania, Washington and Oregon)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959) 7,800

1/ 159 1,191

Background Statistics

1959 Prel.	7,830	7,530	136	1,026	3.20	3,280
1958	8,110	7,610	161	1,224	4.00	4,892
1953-57 Average	8,064	7,672	157	<u>2</u> / 1,202	4.65	5,580
1948-52 "	8,202	7,690	140	<u>2</u> / 1,075	4.47	4,709

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1948, 66 in 1949, 42 in 1950 and 15 in 1954.

Comparisons and Comments: Production during the late spring season is fairly stable, usually amounting to about 1.2 million hundredweight. The total 1959 crop was relatively small because of reduced acreage and low yields in New Jersey, the most important state. The below average yields in New Jersey in 1959 were partly caused by unusually warm weather during the peak of the season. Also contributing to the reduced yields were the low prices and depressed markets which occurred throughout the marketing season. Season average prices were low. Prices received by growers for late spring lettuce are strongly influenced by supplies available in Arizona and California. In 1959, both western states had burdensome crops and supplies remained at surplus levels. There has been some improvement in recent years in the competitive position of the eastern states through the adoption of modern handling procedures such as vacuum cooling and better packaging. However, production in the West will remain at high levels and growers in the eastern states should anticipate continued intensive competition in the market place.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 4 percent and a 1954-58 average yield will result in a production 16 percent more than in 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Onions - Early Spring

(Texas)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1960 Acreage Guide and
Probable Production

(see 1960 guide
below)

29,000

1/ 95

2,673

Background Statistics

1959 Prel.	34,000	32,500	65	2,112	5.40	11,405
1958	29,800	27,000	95	2,565	4.15	10,645
1953-57 Average	41,320	40,740	69	2/ 2,800	3.05	7,809
1948-52 "	46,760	35,220	58	2/ 1,721	4.74	8,350

1/ 1955-58 average yields by areas.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 165 in 1950, 421 in 1953 and 900 in 1956.

Comparisons and Comments: Following two years of very favorable prices, 1959 planted acreage was increased by 14 percent over 1958. Almost all of the increase occurred in the Raymondville-Lower Valley and Coastal Bend areas. Blight became prevalent in all areas late in the growing season, and efforts to control it were hindered by frequent rains and humid weather. Production was 18 percent below 1958 and 25 percent below average. Weather conditions curtailed harvest through mid-April, after which shipments increased sharply and peaked in early May. Prices were at high levels through early May, then gradually declined after shipments peaked and late spring states started shipping. Indications are onion stocks on January 1, 1960, will be the largest since 1953. Should this materialize, competition during the first part of the early spring marketing season will be heavier than usual.

1960 Guide: The 1960 guide is a planted acreage 20 percent less than 1959 in the Raymondville-Lower Valley and Coastal Bend areas, and equal to 1959 in all other areas. This acreage, with 3 percent abandonment and 1955-58 average yields by areas, will result in a production 27 percent more than in 1959, but 5 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Onions - Late Spring

(California, Arizona, North Carolina, Georgia, and Texas)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1960 Acreage Guide and
Probable Production

(see 1960 guide
below)

12,000

1/ 187

2,188

Background Statistics

1959 Prel.	12,900	12,400	237	<u>2/</u> 2,933	2.88	7,530
1958	16,200	15,200	154	<u>2/</u> 2,337	2.37	4,860
1953-57 Average	14,010	13,310	151	<u>2/</u> 1,998	3.64	6,613
1948-52 "	16,326	16,060	125	<u>2/</u> 1,968	3.66	6,913

1/ 1956-59 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1951, 691 in 1953, 98 in 1954, 289 in 1958 and 320 in 1959.

Comparisons and Comments: Low prices prevailed during the late spring marketing season as a result of excessive production. Almost a third of the Arizona production was abandoned because of poor prices, while some abandonment also occurred in California for the same reason. California, source of about two-thirds of the total production, was the only state increasing acreage over 1958. Coupled with the highest yields on record, California production exceeded 1958 by 54 percent. Total late spring production was record large. North Carolina growers sharply reduced acreage following a year of poor prices. The trend in Texas acreage continued downward as growers were faced with adverse weather early in the planting season and a shortage of plants later on. Growers in California and Arizona have been too optimistic about market potentials the past two seasons. A sharp curtailment in production in these two states in 1960 is necessary to bring supplies in balance with market potentials at profitable price levels.

1960 Guide: The 1960 guide is a planted acreage 25 percent less than 1959 in California and Arizona, and 20 percent more than 1959 in all other states. Such acreages, with normal abandonment and a 1956-59 average yield by states, will result in a production 25 percent less than 1959, but 10 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Peas - Early Spring

(California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : : Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal

to 1959) 3,900

1/ 37

144

Background Statistics

1959 Prel.	3,900	3,900	41	160	9.30	1,488
1958	4,800	4,000	26	104	7.80	811
1953-57 Average	5,000	4,900	35	159	8.59	1,350
1948-52 "	10,230	9,670	34	327	7.42	2,431

1/ 1955-59 average yield.

Comparisons and Comments: The long-time decline in early spring acreage for fresh market appears to have been halted in recent years. Since 1953, plantings have varied widely from year to year but have shown no definite trend. Planted acreage in 1959 was 19 percent below 1958 and 22 percent below the 1953-57 average. Growing conditions in 1959 were favorable in most areas and yields were well above the low level in 1958. The improved yields resulted in a production 54 percent above 1958. Shipments began in early March and a light movement continued through mid-June. Except for a brief period of low prices in early May, returns to growers were fairly high. The season average price was above 1958 when quality generally was only fair. Processed peas, particularly frozen, will continue to be a major factor affecting the demand for the fresh. Frozen stocks in 1960 probably will be larger than in 1959 but will not be excessive. Canned peas will continue to be in relatively large supply. The special, limited demand for fresh peas should enable growers to market profitably a 1960 crop from an acreage equal to 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 10 percent less than in 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Green Peppers

(Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: Price : (\$ per	: Value (\$1,000)
	(acres)	(cwt.)	(1,000 cwt.)	(cwt.)	

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

8,600

1/ 64

523

Background Statistics

1959 Prel.	8,600	6,900	45	310	16.60	5,146
1958	8,800	7,000	60	<u>2</u> / 420	13.50	5,157
1953-57 Average	8,540	8,040	61	<u>2</u> / 493	10.76	5,023
1948-52 "	8,550	7,880	63	<u>2</u> / 496	8.84	4,001

1/ 1952-56 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 59 in 1948, 68 in 1950, 32 in 1951, 18 in 1954, 36 in 1955 and 38 in 1958.

Comparisons and Comments: The 1959 planted acreage was moderately less than in 1958. Weather conditions were particularly unfavorable most of the season. Concentrated, heavy rains in March, April, and May adversely affected growing crops and interrupted harvesting operations as the season progressed from south to central and finally to north Florida. Acreage loss was extensive and the acreage for harvest was about equal to that in 1958 but 14 percent less than the 1953-57 average. The average yield was a fourth less than average. Production was 37 percent less than the 1953-57 average and about equal to three-fourths of the 1958 crop. Marketing was delayed several weeks in all areas, which eliminated any serious overlap of shipments. Weekly shipments were dispersed evenly over the harvesting period and prices held at high levels with a price increase in mid-May as marketable supplies became more limited. Poorer quality of Florida supplies and increased volume from competing early summer states brought a moderate price decline in June.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with an abandonment of about 5 percent and a 1952-56 average yield will result in a production 69 percent more than in 1959 and 6 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Shallots

(Louisiana)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1959) 1,800

1/ 23

41

Background Statistics

1959 Prel.	1,900	1,600	16	26	5.00	130
1958	2,200	2,000	20	40	5.50	220
1953-57 Average	2,520	2,400	26	2/ 64	6.02	349
1948-52 "	2,140	2,140	26	57	6.41	345

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value; 18 in 1955 and 10 in 1956.

Comparisons and Comments: Plantings for spring harvest have declined sharply in recent years and in 1959 were 14 percent less than in 1958. Yields were low, reflecting variable growing conditions and unfavorable markets. As a result, the 1959 crop was 35 percent less than in 1958. Light shipments began in late February and volume supplies were available by mid-March. However growers were not able to find a profitable outlet for all of their production. The production of shallots continues to be a highly speculative enterprise. For several years growers have been faced with difficult production and marketing problems. In 1957 and 1958, adverse weather sharply reduced yields and quality. In 1959, growing conditions were favorable but a slow market demand held prices at low levels during a major portion of the season. The season average price received by growers was below the low 1958 level and considerably below average. The marketing difficulties experienced by growers in recent years indicate a very limited market potential. An acreage in 1960 smaller than in 1959 probably would provide maximum supplies for the indicated market requirements.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 58 percent more than in 1959 but 36 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Spring Vegetables

Spinach

(Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio,
Missouri, Maryland, Virginia, Arkansas, Oklahoma and Washington)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production
(planted acreage equal to
1959) 7,100

1/ 61 407

Background Statistics

1959 Prel.	7,090	6,840	58	394	5.03	1,983
1958	7,670	7,220	57	413	4.98	2,057
1953-57 Average	9,554	8,914	64	2/ 569	4.81	2,716
1948-52 "	12,832	12,290	63	2/ 773	4.59	3,510

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1948, 13 in 1951, 10 in 1954, 9 in 1955 and 3 in 1956.

Comparisons and Comments: The acreage and production of fresh market spinach has been declining steadily for a number of years. In 1959, most of the more important producing states showed a further reduction. In total, the 1959 planted acreage was 8 percent less than 1958 and 26 percent less than the 1953-57 average. Cold, wet weather delayed planting in many areas but conditions improved as the season progressed and near-average yields were obtained. Light supplies were available during late March and April and market prices were fairly high. Shipments reached a peak in mid-May, continuing in heavy volume through June. Season average prices to growers were about equal to 1958 and above average. While fresh production has been declining, there has been a substantial increase in frozen spinach production, reflecting consumers' preference for the prepared product. During the 1959 spring months, frozen supplies were relatively large. It is probable frozen stocks will be large again in 1960 and continue to offer strong competition to the fresh. However, in 1960 growers should be able to market readily the production from an acreage about the same as in 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 6 percent and a 1955-59 average yield, will result in a production 3 percent more than in 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Early Spring

(Florida, Texas and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: Price : :(\$ per	: Value :(\$1,000)
	(acres)	(cwt.)	(1,000 cwt.)	(cwt.)	

1960 Acreage Guide and
Probable Production

(see 1960 guide be-
low)

51,100

1/ 76

3,801

Background Statistics

1959 Prel.	47,300	46,900	86	2/ 4,053	7.29	29,310
1958	56,500	54,200	70	2/ 3,808	7.09	24,844
1953-57 Average	61,100	54,820	72	2/ 3,922	7.89	30,463
1948-52 "	57,980	53,360	64	3,440	7.52	25,893

1/ 1955-59 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1954, 100 in 1956, and 305 in 1958 and 35 in 1959.

Comparisons and Comments: Planted acreage was decreased in each state in 1959, with the heaviest reduction occurring in Florida - down 34 percent. However, the smaller acreage in each state was more than offset by record high yields per acre. Production was 6 percent larger than 1958 and 3 percent above the 1953-57 average. Imports during April and early May provided considerably less competition than in 1958. Shipments from Florida peaked in early May. Texas shipments were heavy by mid-May and remained heavy through mid-June. Most of the record large California crop was marketed on the West Coast, with the season average price considerably below 1958. The season average price in Texas was only slightly above the low 1958 price, while the price received by Florida growers was substantially higher than 1958. A moderate increase in production in Florida in conjunction with slight decreases in Texas and California should provide balanced supplies in 1960.

1960 Guide: The 1960 guide is a planted acreage 25 percent more than 1959 in Florida, and equal to 1959 in California and Texas. Such acreages, with normal abandonment and 1955-59 average yields by states would result in a production 6 percent below 1959.

1960 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(see 1960 guide
below)

28,400

1/ 37

1,015

Background Statistics

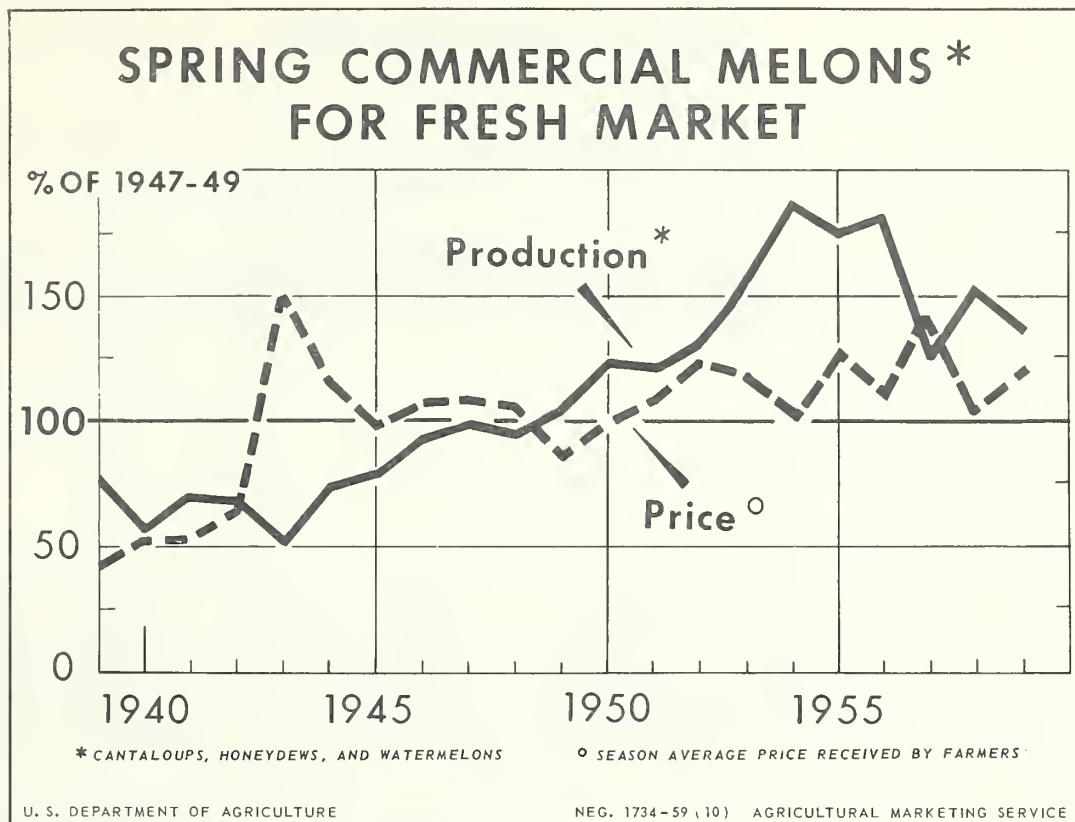
1959 Prel.	25,100	24,200	41	982	5.32	5,229
1958	37,200	35,400	34	<u>2</u> / 1,202	3.46	3,385
1953-57 Average	45,760	38,740	32	1,246	6.70	8,036
1948-52 "	48,340	42,240	36	1,537	5.98	8,859

1/ 1955-59 average yields by states.

2/ Includes 223,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: Production in 1959 was 18 percent below 1958 and the smallest on record. Planted acreage was reduced in all states. However, sharp acreage reductions in Texas and Georgia accounted for most of the decreased production as growers in these two states reacted to extremely low prices in 1958. Faced with marketing problems in recent years, the reduced acreage in Texas is a continuation of a general downward trend. The acreage reductions in Mississippi and South Carolina were offset by higher yields. Season average prices were substantially higher than 1958 in all states. However, adverse weather in Georgia, Mississippi and Louisiana during harvest lowered quality. Some overlap also occurred with the Texas early spring crop, as volume shipments from this source were available to mid-June. Thus, average prices were lower than usually would occur with such a short crop.

1960 Guide: The 1960 guide is a planted acreage 25 percent more than 1959 in Georgia and 5 percent more than 1959 in all other states. Such an acreage, with normal abandonment and 1955-59 average yields by states, will result in a production 3 percent more than 1959.



Supplies of melons in 1959 were much smaller than in 1958, with a sharp cut-back in watermelons more than offsetting a moderate increase in cantaloups. The decline in watermelon production was the result of a sharp acreage reduction as growers in Florida reacted strongly to the disastrous market in 1958. A contributing factor to the smaller crop was extensive spring rains which reduced yields significantly. Prices held at relatively high levels throughout the season. Cantaloup production was up 28 percent over 1958 due to larger acreages and high yields in the Southwest. Prices to growers generally were favorable. In the aggregate, 1959 prices for melons averaged 121 percent of the 1947-49 base period compared with 105 percent in 1958.

1960 Acreage-Marketing Guides
Spring Vegetables

Cantaloups

(Arizona, California, Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre:	: Production: : (1,000 cwt.)	: Price : : (\$ per cwt.)	: Value : (\$1,000)
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1960 Acreage Guide and Probable Production (planted acreage 15 percent more than in 1959)					
	38,300	<u>1</u> / 102	3,803		
Background Statistics					
1959 Prel.	33,300	33,000	123	4,064	4.83 19,645
1958	35,700	35,000	91	3,173	5.74 18,198
1953-57 Average	47,360	44,500	96	<u>2</u> / 4,292	5.93 25,063
1948-52 "	33,620	33,460	98	3,294	4.77 15,784

1/ 1955-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1955 and 10 in 1956.

Comparisons and Comments: Increases in acreages in 1959 in Arizona and Florida were more than offset by decreases in California and Texas. Plantings in Texas were 44 percent less than in 1958. Some acreages in Texas were replanted following cold weather. The 1959 production was 28 percent more than in 1958 but 5 percent less than the 1953-57 average. In Arizona and California, excellent weather resulted in good quality and high yields. However, hot weather hastened crop maturity which resulted in bunching of harvest and shipments. The bunching of shipments tended to depress prices received for Arizona and California supplies. Shipments from Arizona peaked in the second week in June when almost 2,300 carlot equivalents were marketed. About 1,500 carlots were marketed in the peak week of 1958. During June, California shipments were maintained at relatively high levels and were substantially higher than in June 1958. Florida melons ran to small sizes; the relatively small supply sold at a record average price. Early summer acreage in Arizona was cut sharply in 1959. A smaller supply of early summer cantaloups would result in an increase in demand for western spring supplies.

1960 Guide: The 1960 guide is a planted acreage 15 percent more than in 1959. Such an acreage, with normal abandonment and 1955-59 average yields by states, will result in a production 6 percent less than in 1959, 20 percent more than in 1958.

1960 Acreage-Marketing Guides
Spring Vegetables

Watermelons - Late Spring

(Florida and California)

Year	: :Planted:	Acreage For Harvest:	: Yield Per Acre	: :Production:	: Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(see 1960 guide
below)

94,500

1/ 89

8,056

Background Statistics

1959 Prel.	86,700	83,700	77	6,441	2.67	17,225
1958	107,700	102,700	101	2/ 10,386	1.29	11,155
1953-57 Average	107,720	101,260	87	2/ 8,772	1.92	15,916
1948-52 "	71,880	68,080	81	2/ 5,532	1.92	10,275

1/ 1955-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,382 in 1950, 741 in 1954, 882 in 1955, 455 in 1956 and 1,756 in 1958.

Comparisons and Comments: Florida plantings were 22 percent less than in 1958 and more than offset the 13 percent increase in acreage in California. Florida yield was cut by excessive rains and cool nights. A record yield was obtained in California. Production was 38 percent less than the surplus 1958 crop and about a fourth less than the 1953-57 average. The moderate level of spring production combined with below average early summer supplies in south-eastern states resulted in an orderly spring marketing season. (In 1958, harvests overlapped in southeastern States, market gluts developed and low prices were received.) A record average price was received for Florida supplies in 1959. In California prices were about average but were below the relatively high levels of 1957 and 1958. Florida shipped a few carlots in April, about 8,000 carlot equivalents in May and 10,000 carlot equivalents in June. California shipments reached volume levels the last week in May and almost 2,000 carlot equivalents were shipped in June. South Florida shipping point prices held about steady in May. Florida prices eased downward in June when harvests commenced in central and northern areas of the state.

1960 guide: The 1960 guide is a planted acreage 10 percent more in Florida than in 1959 and equal to 1959, in California. Such an acreage, with average abandonment in Florida and 1955-59 average yields by states, will result in a production 25 percent more than in 1959, but 22 percent less than in 1958 and 8 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Potatoes - Early and Late Spring

Season and State	: 1959 Planted acres	: 1960 Acreage guide	:Percentage 1960 : : acreage guide : : is of 1959 : :planted acreage :	: 1960 Marketing guide 1,000 cwt.
	<u>1,000 acres</u>	<u>Acres</u>	<u>Percent</u>	
<u>Early Spring:</u>				
Florida	25,300	25,700	102	3,857
Texas	500	450	90	44
Total Early Spring	<u>25,800</u>	<u>26,150</u>	<u>101</u>	<u>3,901</u>
<u>Late Spring:</u>				
North Carolina	20,100	21,600	107	2,309
South Carolina	6,500	7,050	108	548
Georgia	1,700	1,850	109	109
Alabama	20,500	21,900	107	2,081
Mississippi	9,000	8,750	97	421
Arkansas	8,000	8,550	107	514
Louisiana	7,000	7,050	101	366
Oklahoma	4,800	4,650	97	265
Texas	8,000	7,950	99	484
Arizona	8,000	7,250	91	1,768
California	45,000	48,600	108	14,094
Total Late Spring	<u>138,600</u>	<u>145,200</u>	<u>105</u>	<u>22,959</u>
Total Spring	<u>164,400</u>	<u>171,350</u>	<u>104</u>	<u>26,860</u>

Comparisons and Comments: Spring production in 1959 was in near balance with market requirements. The moderate level of spring production combined with the rapid clean-up of storage supplies resulted in relatively favorable prices to growers in most spring areas. Spring prices received by farmers in 1959 averaged about \$3.40 per hundredweight compared to \$1.97 in 1958. Late spring prices averaged moderately higher than prices received for early spring supplies. There was a generally orderly flow of supplies into markets and less than usual bunching in terminals. The outturn of the Florida crop was less than anticipated because of excessive rains and harvest rains interrupted the flow of Alabama supplies into markets.

The 1959 acreage of spring potatoes was the lowest of recent years and almost a fifth less than in 1958. Acreage was reduced in all States except Mississippi and Louisiana. Alabama reduced acreage 30 percent, California 26 percent, Florida 22 percent and North Carolina 13 percent. Crop loss or abandonment was below average.

Yield per acre in California, Arizona and Texas averaged at relatively high levels. A relatively low yield was obtained in Florida. Spring crop yield per acre has shown an upward trend in the past decade and in 1959 was 19 percent above the 1949-57 average.

The 1959 production totaled 25.6 million hundredweight, about 11 percent less than in 1958 and the 1953-57 average. Most of the spring crop, as is usual, originated in California (53 percent) and Florida (almost 13 percent). Alabama, California, Florida and North Carolina produced substantially smaller crops as compared to 1958. Reductions in these major areas more than offset larger productions in Arizona, Texas, South Carolina, Mississippi, Arkansas and Louisiana.

It is anticipated that supplies of storage potatoes available to markets in the spring of 1960 will be less than in 1959. Inventories of processed food potatoes may be slightly to moderately higher than in 1959.

1960 Guide: The 1960 guide for the combined spring crops is a planted acreage 4 percent more than in 1959. Such an acreage, with recent average yield per planted acre by States, will result in a 1959 production 4 percent more than in 1959 but 7 percent less than in 1958 and 6 percent less than the 1953-57 average.

Summary For Selected Areas

Alabama: The 1959 potato acreage in Alabama totaled 20,500 acres. This was 30 percent less than in 1958 and compares with the recent peak of 39,300 acres in 1953. Plantings were a fifth less than USDA guide recommendations. The 1959 production amounted to 1.9 million hundredweight compared with 2.7 in 1958. Most of Alabama's production originates in the Baldwin County area and consists mainly of round red varieties (Lasoda and Pontiac). The pre-dominate white variety grown is the Sebago.

The planting season, which usually starts in mid-January, was delayed in 1959 by rains and cold weather. Weather was favorable during the growing season and yields were about average. General harvest commenced May 11th, about 10 days later than usual. Rains fell about every day during the last half of May; harvest was interrupted and daily shipments could be maintained at only relatively low levels. Daily shipments in excess of 200 carlot equivalents were recorded on only three days.

The almost daily rains during the harvest season reduced volume and helped to firm prices. Although there was some concern that the excessive moisture would lower tuber quality and condition by time of arrival at destination, the over-all quality of Alabama supplies was reported as good during most of the marketing season. Shipping point prices for Alabama U. S. No. 1 Size A red potatoes opened in early May 1959 at \$3.00-\$3.25 per cwt. Prices advanced thereafter, and by early June ranged from \$4.50-\$5.00. Most Sebagoes sold at prices ranging from \$5.00 to \$6.25.

Most of the supply was shipped in 100-pound burlap sacks. However, the use of 50-pound sacks and consumer-size packages is increasing each year. Most potatoes are washed and are packed so as to meet U. S. No. 1, Size A or Size B specifications. About two-thirds of the 1959 shipments moved by truck, the remainder by rail. The 1959 shipments amounted to almost 4,500 carlot equivalents compared to about 6,500 in 1958.

Alabama potatoes are shipped to south central and north central markets. Substantial quantities are shipped to Chicago, Detroit, Cincinnati, Indianapolis, St. Louis, New Orleans and Atlanta.

California: The 1959 acreage of California spring potatoes was the lowest of recent years and about a fourth less than in 1958. Acreage in Tulare County was reduced by almost 60 percent; Kern County acreage was reduced about 26 percent. In Fresno, Madera and Kings Counties, the reduction was 13 percent. Kern County plantings amounted to 38,700 acres.

The weather was favorable for crop development. A high yield per acre of 305 sacks was obtained. Production totaled 13.7 million hundredweight, moderately less than in 1958. More than 18 million hundredweights were produced in 1957. Production was about in balance with market requirements.

Harvest commenced in the Edison District of Kern County in a light way in mid-March. April marketings were relatively heavy. This helped to reduce loadings and market pressure in May and June. As is usual, most of the supply was marketed in May and June. Kern County rail shipments peaked about the first of June.

Kern County shipping point prices ranged from about \$2.50 to \$5.00 per hundredweight, with most sales at \$3.00 to \$4.00. Prices trended upward during May and eased downward during June. Average price received exceeded the relatively low levels of 1957 and 1958.

The spring crop area in California was redefined in 1959 by the Crop Reporting Board. The crop in Riverside, San Bernadino, San Diego and Orange Counties, formerly included in the late spring crop report classification, is now classified as "California, early summer." In recent years these four counties accounted for almost a seventh of California's new crop potato acreage and production.

Florida: More than half of the Florida spring potato crop is grown in St. Johns County with most of the remainder in the counties of Flagler and Putnam. More than 90 percent of the production consists of the Sebago variety with the remainder mostly red Pontiacs. The Florida spring crop is marketed from late March into early June.

Following the relatively unsuccessful 1958 marketing season, growers trimmed 1959 plantings to 25,300 acres, slightly less than the USDA acreage guide and 22 percent less acres than in 1958. Plantings extended from mid-December

to early February. Weather conditions during the growing season were somewhat unfavorable. Heavy rains occurred the first half of February and the last half of March. Unlike 1958, however, the rains were not accompanied by low temperatures. The excessive rains washed out fertilizer and slowed plant growth. The average yield was 128 hundredweight compared to 151 hundredweight in 1958. Production totaled 3.3 million hundredweight compared to the 1958 high of 4.7 million hundredweight.

The relatively low outturn of Florida potatoes resulted in an orderly spring marketing season and a firm to advancing trend in Florida prices received. It is estimated that potato chip manufacturers utilized more than half of the 1959 Florida Sebago supply. Consequently, there was active bidding for remaining supplies. Shipping point prices for Size A Sebagoes held at \$3.25 per hundredweight during April, increased to \$5.00 by May 11 and held at this level during the remainder of May. Size B Sebagoes sold for about \$1.00 per hundredweight. Round Red prices held within a relatively narrow range, \$3.60-\$3.80 per hundredweight.

Most of the Florida shipments were in 100 and 50 pound sacks. Relatively few potatoes were packed in consumer-size packages. Florida spring crop sales approximated 3.0 million hundredweight compared to 4.2 million hundredweight in 1958.

Florida potatoes are marketed in the eastern United States and in eastern Canada. In 1958, for example, unloads of Florida potatoes in excess of 400 carlot equivalents were reported at Atlanta, Chicago, Detroit, New York and Philadelphia. In 1956 and 1957, unloads of Florida potatoes in Montreal and Quebec exceeded 200 carlot equivalents.

North Carolina: North Carolina harvested 20,100 acres of potatoes in 1959, the lowest acreage of the past decade and 13 percent less than in 1958. Yield per acre was about average. Production amounted to 2.1 million hundredweight compared to the 1954-58 average of almost 2.4 million hundredweight.

Harvest started the first week in June but volume was not attained until mid-June. Most of the supply was shipped between mid-June and July 10, with movement peaking in the week ending June 27. Wet fields slowed harvest subsequent to July 10.

Shipping point prices for round white varieties ranged from \$3.25 to \$4.00 per hundredweight. Prices for Plymouth, Pungo and Sebago varieties were slightly to moderately above those quoted for Cobblers. Prices received by farmers in the 1959 season averaged substantially above those received in 1957 and 1958.

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